

Station KSNV-TV LAS VEGAS, NV. Advertiser ( ) DEM. CNG. CMP COMM. Product DCCC Estimate# 1200 Buyer Katie Kauleman Phone# Fax#	Agency ( ) GREAT AMERICAN MEDIA 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 11/14/1200 Flight Dates 10/09/2012 - 10/15/2012 Hiatus Weeks	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845
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--- CONTRACT COMMENT ---

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$450.00	10/09-10/15	5	1	5	\$2,250.00	
	2	TU-TH,SU-M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	10/09-10/15	4	1	4	\$800.00	
	3	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$1,000.00	10/09-10/15	5	1	5	\$5,000.00	
	4	TU-F,M	7A-9A	TODAY SHOW	:30	\$1,500.00	10/09-10/15	5	1	5	\$7,500.00	
	5	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	10/13-10/13	2	1	2	\$750.00	
	6	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	10/13-10/13	2	1	2	\$1,250.00	
	7	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	10/14-10/14	1	1	1	\$375.00	
	8	SU	7A-8A	TODAY ON SUNDAY	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	9	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	10	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$600.00	10/14-10/14	1	1	1	\$600.00	
	11	TU-F,M	9A-10A	TODAY SHOW II	:30	\$750.00	10/09-10/15	5	1	5	\$3,750.00	
	12	TU-F,M	10A-11A	TODAY SHOW III	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	
	13	TU-F,M	11A-12P	RACHEL RAY	:30	\$325.00	10/09-10/15	7	1	7	\$2,275.00	
	14	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	10/09-10/15	5	1	5	\$2,125.00	

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 Advertiser ( ) DEM. CNG. CMP CONDM. 3050 K ST NW Sales Office ( ) AMY MCCREARY  
 Product DCCC WASHINGTON, DC 20007 Salesperson ( )  
 Estimate# 1200 Agency C/P1/P2/E 11/14/1200 Salesperson Phone# 215-568-6540  
 Buyer Katie Keuleman Flight Dates 10/09/2012 - 10/15/2012 Salesperson FAX# 215-568-1845  
 Phone# Hiatus Weeks  
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/week	# of Weeks	Total Spots	Total Cost	Daypart
	15	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	
	16	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	
	17	TU-F,M	3P-4P	DR. PHIL	:30	\$450.00	10/09-10/15	5	1	5	\$2,250.00	
	18	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$725.00	10/09-10/15	5	1	5	\$3,625.00	
	19	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$725.00	10/09-10/15	5	1	5	\$3,625.00	
	20	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,200.00	10/09-10/15	5	1	5	\$6,000.00	
	21	SA	5P-630P	KSNV EARLY NEWS	:30	\$675.00	10/13-10/13	1	1	1	\$675.00	
	22	TU-F,M	7P-730P	WHEEL OF FORTUNE	:30	\$1,300.00	10/09-10/15	4	1	4	\$5,200.00	
	23	TU-F,M	730P-8P	FACE TO FACE	:30	\$900.00	10/09-10/15	5	1	5	\$4,500.00	
	24	SA	7P-8P	JEOPARDY/ WHEEL OF FORTUNE	:30	\$525.00	10/13-10/13	2	1	2	\$1,050.00	
	25	M	8P-10P	THE VOICE	:30	\$4,000.00	10/15-10/15	2	1	2	\$8,000.00	
	26	SU	830P-930P	NEWS AFTER NFL	:30	\$1,800.00	10/14-10/14	1	1	1	\$1,800.00	
	27	SU	10P-11P	LAW & ORDER	:30	\$1,200.00	10/14-10/14	1	1	1	\$1,200.00	
	28	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/09-10/15	2	1	2	\$2,400.00	
	29	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	10/13-10/13	1	1	1	\$1,100.00	
	30	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$750.00	10/09-10/15	5	1	5	\$3,750.00	

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	31	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	10/14-10/14	1	1	1	\$400.00	
	32	SU	12A-1A	L&O	:30	\$175.00	10/14-10/14	1	1	1	\$175.00	

---REPORT TOTALS---  
 Report Totals: 105 / \$78,550.00

---SALES MONTHLY TOTALS---  
 Oct 12: 105 / \$78,550.00  
 Sales Totals: 105 / \$78,550.00  
 Station Totals: 105 / \$78,550.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$302,115	CATV	0%	KBIR	0%	KINC	0%	KLAS	30%	KSNV	26%
		KTNV	20%	KTUD	1%	KVCW	2%	KVMY	1%	KVVU	20%
		XXXX	0%								

---COMPETITIVE COMMENTS---  
 NEW ORDER  
 EST SHARES

Books NOV12  
 Demos RA35+

---Agency Comment---  
 PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
 CASH IN ADVANCE

Rep Order# 6837526 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104968 Printed: 08/02/2012 9:14 AM 4 of 4  
EC'd Yes Last Received: 07/30/2012 4:03 PM  
Showing Buylines: All Lines

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